Proposal for “Ephemeris Tools” a Neurodivergent-Friendly Web Planner Application

# Introduction:

## Importance of selecting suitable software

Selecting suitable software for a website is important because without the software, there cannot be a website. With unsuitable software, there may be a website, but it will be much less suitable for the user’s needs than it could be.

A more appropriate software solution can provide better security, accessibility, and performance for the user – as the software at both the back end and front end of the site will affect everything from the rendering speed at the front end, to the number of requests per second that the back end can receive.

Not only that – the software will affect how easy the site is to maintain, how the site performs with different levels of traffic, how effectively the site can be allocated additional resources, and how much down time this takes.

Software solutions are also an important part of keeping the platform secure – from protecting user data breaches to preventing attacks on the site itself.  
Taking the time to select not only a sufficient software solution, but the best software solution – the one that is most suited for the application – will allow a developer to create a product that is both efficient and effective at meeting user needs, and can be efficiently maintained and updated to continue meeting user needs into the future.

This allows the developer to focus on the things that matter, rather than spending a lot of time and potentially money solving problems that they can solve efficiently by integrating the correct software.

Using a reliable framework that has been well-tested and documented also leaves less room for errors than writing up the code from scratch.

## Scope of Report

This document aims to analyse the purpose and requirements of the website, compare potential software choices, and to present and justify a suitable software solution.

This report will cover functional and non-functional requirements of the website, and propose suitable software solutions, analysing how and why each solution is a potential fit for those requirements.

User stories may be considered to help highlight the functional and non-functional requirements of the website.

Analysis of the project’s proposed business model will use the Business Model canvas to illustrate the overall business plan of how the site will operate as a product, from a business perspective. The business canvas model, which will be covered in more detail below, will cover the site’s Value Propositions, Customer Relationships, Channels, Customer Segments, Revenue streams, Cost Structures, Key Resources, Key Activities, and Key partners.

In other words, the Business Model Canvas will cover what the site does, who its target audience will be, how the site will market itself to that audience, what the site will cost to run, how the site will meet those costs to break even or turn a profit, what the business needs to do and have in order for the product to exist.

The Value Proposition section will highlight the things the product needs to achieve to satisfy its prospective consumer base, explaining how and why it will be useful and what unique opportunities and features the product will offer.

The Key Partnerships section will discuss other entities that could have a mutual interest in the product, why they may be interested, and how to reach out to them.

The Key Activities Section will highlight what needs to be done in order to create, deliver, sustain and market a viable product.

The Key Resources Section will examine both material and immaterial resources that the business will need to create and deliver the product.

The Cost Structure section will contain a breakdown of all the expenses that the business will incur in the process of creating and delivering the product.

The Customer segments section will describe the people that the product is designed to be used by.

The Customer Relationships section will describe how the company will interact with customers, both through the product and externally with relation to the product.

The Channels section will describe the methods by which customers and potential customers can be reached, for example, through advertising, social media posts, announcements on the site itself. *This is different from the Customer relationship section, which describes only the interactions with the customer themselves, as opposed to the means by which they are reached.*

# Analysis of Website: User stories, Functional and Non-Functional Requirements:

## Overview of the Application’s Purpose

The goal of this web application is to bridge the gap between medium and long term planning and short term planning in the form of a Planner app with Calendar and daily schedule functionality. The application aims specifically to be accessible for neurodiverse issues and users with executive dysfunction and similar issues. But, it should be a functional and efficient planner application in its own right, and anyone should be able to use it.

I have chosen the name “Ephemeris Tools” while selecting URLs to make sure that a fitting domain name was available. “Ephemeris” is a Latin word, referring to a calendar, diary, or day-book, and I have purchased ephemeris.tools as a domain.

## User Stories

#### User Story #1

A user who usually experiences only a small amount of executive dysfunction is experiencing higher than usual levels – perhaps due to a temporary change in living circumstances or a health issue. They’re having trouble balancing their workload with everyday tasks, such as cooking, eating, and keeping up with laundry, and have found themselves becoming overwhelmed, forgetful, and absent-minded.

#### How the app can help

The user can set themselves a series of regular or repeating tasks. Things that occur at the same time daily or weekly can be set to a routine, and tasks that do not occur on a set pattern, such as laundry, which might depend on clear weather, can be entered into a “floating” task list and dragged onto the timeline as the user feels is appropriate.

Being able to visually see a list of things they need to do will allow the user to organise and sort things without having to keep everything in short term memory at once. This will increase the efficiency with which the user can plan their daily routine and sort through tasks.

#### Functional Requirements from this User Story

* The user must be able to create an account
* The user must be able to log into an account
* The application must save the data for each task
* The application must retrieve data on repeating tasks for the logged-in user
* The application must retrieve data on floating tasks for the logged-in user
* The application must display data via the user interface
* The user must be able to mark tasks as “done”

#### Non-functional Requirements from this User Story

* The application must have an intuitive user interface
* The interface must style data so that it is readable
* The data should also be organized in a sensible fashion
* The datastore should be accessed quickly when the application is opened
* The user interface must load quickly when the app is opened
* The user interface must update quickly when the app state is changed
* The touch controls must be intuitive and work as the user expects them to

#### User Story #2

A neurodiverse student is having trouble scheduling their study efficiently – they find themselves playing catch-up for most of the semester despite their attempts to stay on top of their workload, which results in a poor work-life balance, and lower grades.

#### How the app can help

The user can enter important dates and deadlines into the app and receive regular reminders to work on important tasks. Countdowns on important mid to long term tasks, and a floating list allowing a student to easily allocate time to study towards specific examinations or work on specific assessments may help. The user may wish to set a period of recovery time after tasks that they expect to be particularly strenuous.

#### Functional Requirements from this User Story

* The new user must be able to create an account
* The user must be able to set deadlines for specific tasks
* The user must be able to enable notifications on a task-by-task basis
* Tasks must be able to have an optional “recovery period” set by the user
* The application must be able to save “deadlines” as distinct from tasks
* The application must be able to calculate and display the time left before each deadline
* Potentially, certain tasks could be linked to a specific deadline, and have certain settings adjusted on a task-by-task basis

#### Non-functional Requirements from this User Story

* The settings menu should be responsive and intuitive to use
* The layout of the settings menu should flow well and make sense
* There must be a visual cue for when a part of a user’s schedule is allocated to “recovery time” that is separate to the task, but still visible
* If the user attempts to schedule a task during their recovery time, they should get a confirmation message, possibly with an option to move either the recovery time or the task itself.

#### User story #3

An ordinary person, who has no known or diagnosed medical issues, is looking to improve their schedule and working habits, because they find things harder to hold in their working memory than they used to.

#### How the app can help

Regardless of whether the user eventually becomes diagnosed with something or not, the login process is easy, and the user is able to set reminders for tasks they with to do each day, and view a list of all tasks with colour coding, sorting, and filtering, to help them organise their schedule.

#### Functional Requirements from this User Story

* Users must be able to associate tags with tasks and deadlines
* Users must also be able to associate specific colours and other customisation choices with specific tags.
* The colour coding must have a strong association with the tags – if a tag’s colour association is updated, existing tasks with that tag must be updated to match the new association.
* Tasks must be able to be filtered by tags.

#### Non-functional Requirements from this User Story

* There should be a balance between the application displaying enough information, and the application displaying so much information that it becomes cluttered.

#### More generic non-functional requirements

* The application must function consistently
* The application must be secure
* The application must comply with local data privacy and protection laws, and with international data protection laws and standards

## Summary of functional requirements

* Account creation
* Log in functionality
* Users must be able to create, read, update or delete any of their own tasks
* Users must be able to create, read, update or delete any of their own deadlines
* Task options must include a notification option
* The application should notify the user of the tasks they have requested to be notified of
* Users should be able to add “recovery time” to some tasks.
* Users should be able to create deadlines and associate them with tasks
* Countdowns until a deadline should be able to be calculated and displayed
* Users should be able to create tags and associate them with tasks
* Users should be able to edit settings for tasks on a tag-by-tag basis as well as a task-by-task basis.
* Users should be able to filter tasks based on tags

## Summary of non-functional requirements

* Intuitive user interface
* Readable display styles
* Sensible, organised flow of information
* The application must read from the datastore quickly
* The application must load quickly
* The application must display updated or changed information quickly
* Intuitive touch controls
* Responsive, intuitive settings menu
* Layout and flow of settings menu
* Visual cues for tasks on timeline
* Separate visual cues indicating that a task has a recovery time assigned to it
* Recovery times may be flexible when the situation calls for it – the application should give the user a confirmation message and allow the user to move or overwrite recovery blocks.
* Suitable information density.
* The application should be secure
* The application should comply with all local data protection and privacy laws, and with international data protection and privacy laws where possible

## Expected User Traffic

**How many people struggle with executive dysfunction?**

Approximately 10-20% of the population are neurodiverse in some way. (Mahto et al., 2022)

Not everyone who is neurodiverse experiences executive dysfunction in the same way, or to the same degree, and there are potentially people outside of the neurodiverse category who still experience executive function as a symptom of something else, so the potential base of users who may benefit from the app may vary from the 10-20% listed.

**What apps exist to help with executive dysfunction issues? What is their uptake?**

Habitica, an application designed to gamify tasks to help make forming productive habits more engaging has more than 5 million downloads on Google Play – there may be some audience overlap (HabitRPG, n.d.) While the Apple App store does not list number of downloads, there are 1.9k ratings for Habitica there. (HabitRPG, n.d.)

Finch, a self-care pet that functions like a simple checklist of daily and weekly tasks with daily and weekly reminders, also has over 5 million downloads. (Finch Care Public Benefit Corporation, n.d.)

These apps are both established with a large enough user base to perform word of mouth marketing. It may take years of constant effort to reach the size of the two apps listed above, but I believe that it’s more reasonable to compare to those two apps than to compare to a regular calendar app, because while they may not be the same kind of application, they are trying to solve the same kinds of problems.

**On peak times and user demographics**

I think it’s reasonable to assume that the site will be more useful to people who have to co-ordinate and plan a lot of different tasks and deadlines. This likely means our users will be members of the working population, people who are currently studying, or people who are dedicated to managing personal or community projects.

As the busy-ness of a lot of these things is seasonal, the application may see greater volumes of activity depending on the current day of the week and time of year.

**Potential maximum volume**

This application has not had the time to establish itself that Habitica or Finch has, therefore I believe it is safe to assume that traffic will be low at first – “over 5 million downloads on the Google Play Store” isn’t something that happens overnight.

However, as it fills a different niche to Habitica and Finch, I believe it has potential to be used by people who have similar needs that aren’t quite met by those other two applications, or even to be used alongside those applications – so it’s potential maximum user volume may reach or exceed 5 million eventually.

**Assumptions of initial userbase**

I assume that the userbase will start small, *at less than a hundred regular users*, and grow over time as I continue to promote the application and implement new features and quality of life improvements.

However, because the userbase could grow rapidly, for example, if someone with a popular blog or large social media presence talks about it, I should prepare for an unexpected explosive growth at any time.

## Data Types

The site will need to save the following kinds of data

* **User Account Information** – username, password, email address. These will be used for login and verification. Since this may be sensitive personal data, it must be stored securely.
* **Activities –** need to be objects in a document or rows in a table that contain a lot of different values – this would include a name (string), a date and time (datetime), tags (optional, array of strings), notification preferences (Boolean), duration (optional, time), recovery period (optional, time), location (optional, string) – these could potentially include IDs or primary keys if stored in a relational database. These represent things like tasks, deadlines, meetings and appointments.
* **“Floating” Activities** – activities a user wants to repeat can be dragged and dropped onto the user’s daily timeline onto an empty slot. These can be created as a template for regular activities – they can include all the same data, except for the time, which has yet to be determined, and will be presented as a separate list.
* **Activity Completion and values** – an option for the user to set a value to certain goals and tasks, and gain a number of points for achieving them, so that users can have a visual reminder of the progress that they have made could be useful. This is inspired by the ADHD sticker journalling method used to track progress towards a goal. (Demorra, 2023)
* **Tags and associated settings –** the user should be able to colour code events by tag, and perhaps mass toggle things like notification settings on a tag-by-tag basis.
* **User settings –** such as whether a user is using light mode or dark mode, their notification preferences, etc should be saved and carry across devices.
* **Purchases –** subject to change pending further research on user needs, the user may be given the option to purchase non-functional cosmetic options for the app, such as decorative frames for the calendar and timeline. This will be handed by an external payment processor – as such, a user’s financial information will not be handled by the site. What we do need to record is which item was purchased, and the confirmation that a successful payment was received.

## Data Management

* Creating an account – User may enter their data upon account creation
* Editing personal details – Users may modify their details if any details saved to their account are incorrect.
* Request copy of user data – Users may request a copy of all the data the platform holds on them
* Delete account – Users may request their account to be deleted, which should also permanently delete all data associated with that account

## User Interface

The user interface should include a calendar, and a timeline for any given day, showing an hour-by-hour breakdown of the day. It should be possible to switch between these two views quickly. There also needs to be a UI element for creating new events/tasks on the timeline.

The UI layout and overall features of the application will be further refined on discussion with members of the target demographic – feedback with these potential users will help make sure the website is useful to its target audience from the get-go.

An option to share a “blanked out” version of the user’s schedule for a day or range of days – one that shows when the user is available and when they are not – as a link, might serve as a useful way for the user to share and compare schedule information with others. If this feature became popular, it might also introduce new potential users to the platform.

The progress tracker system needs to be designed with user feedback – I want it to feel satisfying, and give a persistent reminder of progress without feeling forced or obtrusive to the user experience. Perhaps a toggle in settings could change how/if the progress tracker is displayed.

## Payment Processing

Payment processing can be handled by an external payment processor, such as PayPal or Stripe.

While these processors add additional fees, it is worth it for the safety of having the customers’ important financial details be handled professionally, by a safe and secure vendor.

According to Rebelo, (n.d.) both Stripe and Paypal are good, Paypal being easier to set up, and Stripe having a simpler fee structure.

## Order Management

Because the only products the site will sell will be digital purchases, it does not need to track things like shipping and delivery.

It might be advisable to have purchases be reversable for a set period of time after purchase, to confirm that the item purchased is what the user wanted.

## Scalability

Any application, product, or service on the internet could remain obscure for months or years, and then go viral overnight due to the speed at which information can spread through social media.

As such, it is important from the get-go to run the site in such a way that it can quickly adapt to increased traffic without suffering reduced performance.

One way to run such a site would be to do a certain amount of calculations and caching on client devices, using the main web server to save the client’s details for backup and device-to-device synching, rather than maintaining a heavy workload.

However, this could potentially reduce the performance of the application on lower-spec devices and increase the size of the application in memory and on disk.

Another way to reduce the potential impact of a massive influx of clients would be to use a cloud service to host the website – many cloud services allow the amount of server resources allocated to be scaled up, for an increase in payments on the user end.

While payment plans and service methods are different from platform to platform, I feel like a cloud-based ecosystem is the right way to go,

## Data Protection Laws, Privacy and Security

I wish to comply with all thirteen principals of NZ’s Privacy Act of 2020, as listed in the article by the Office of the Privacy Commissioner (n.d.)

The first principal of the Privacy Act states that personal data may only be collected for a lawful purpose, and only data that is necessary for that purpose may be collected (Office of the Privacy Commissioner, n.d.)

In connection with the application, we do not need the user’s real name or personal details. The information on a user’s schedule, however, is personal data, and may be personally identifying, especially when viewed as a whole.

This information should not be used for any purpose other than displaying it to the user. It should only be saved server side so that it can be synchronized between the user’s accounts, and to make calculations relating to the user’s schedules and deadlines from.

Moving onto Principal 3 of the Privacy act – the application will need to be open about what information it is collecting and for what purpose. This would include both the standard data given to the application, and things like if there are advertisements present on the site that may store cookies on a user’s device.

(Office of the Privacy Commissioner, n.d.)

## Industry Standards for Compliance

71% of countries worldwide have some form of legislation on data protection and privacy. ("Data protection and privacy legislation worldwide," n.d.)

ISO27001 is the most prominent international standard for information security. It is possible to become certified on the ISO27001 standards, which will help achieve compliance with international laws, as well as increase the reputation and trustworthiness of the brand. More importantly, compliance with ISO27001 will help reduce risks relating to privacy and information security. (Kosutic, n.d.) ("What is ISO 27001, the information security (ISMS) standard," 2023)

I have not been able to view the official ISO27001 documentation yet, as it is pay to view, but I can work towards this in the future.

## Updates and Maintenance

Updates must be planned, documented and tested to the same standard as the original release.

Updates should be performed in a timely manner once an issue has been identified. The application itself should be rigorously documented – both the software and any hardware or third party services should be used in this documentation, as well as the plans for the application itself, and a full report of the development process.

Finally, the documentation itself should be maintained and kept up to date, in order to make sure that it remains a useful reference for the website into the future.

# Proposed Ideas and Business Canvas Model:

## The Overall Pitch

The application is designed to be helpful to Neurodiverse users who have not gotten the results they want from a regular planner application, physical planner, or journal.

The focus will be on providing a product that is accessible, that works as a planner and calendar with minimal user effort, and that is designed to solve specific problems customers in the user base may experience.

## Value Proposition

The business will research ways of formatting and presenting a planner that is easy for anyone to use, including people who experience executive dysfunction issues, dyslexia, and other issues that might make it more difficult to use a standard planner.

The application will include settings to customise the user experience, as an accessible application does not look the same to everyone – it varies depending on what the user needs are. In order to cater to as wide a user base as possible, a big part of the project will involve researching what people need and want out of an application.

Allowing applications to save the same schedule online and access it from both the web and mobile applications may make the planner app more accessible than a regular physical planner that can be misplaced or forgotten.

Options to tag events, color code tags, and track progress through

## Consumer Segments

* Autistic people
* People with ADHD
* Anyone who experiences executive function
* Anyone who wants an efficient planner

## Customer relationships

* Meeting the needs of customers should be a top priority
* User feedback should be ongoing throughout the development process
* The design should be built from start to finish with user feedback in mind
* As I will not have the financial or human resources to maintain a constantly manned helpdesk, help and support should be done based on support tickets.

## Channels

* Social Media
* Developer Blog
* Affiliates
* Online Advertising
* Word of mouth

## Revenue Streams

* Possible sale of non-core content, for example cosmetic features
* Possibly accept corporate sponsorships, or unobtrusive advertisements
* Possibly accept sponsorships from charitable organizations, educational institutions, or government bodies
* Possibly accept donations through a platform like Ko-Fi, Patreon, Subscribestar, or directly through Paypal or Stripe

## Key activities

* Need to reach potential customers
* Need to research customer needs relating to the application
* Need to develop a plan for the solution that meets those needs
* Need to develop the application – constant feedback is a must, so an Agile Development Methodology would be appropriate
* The application needs to be tested and validated frequently and thoroughly as part of the development process

## Key Partnerships

* Schools, educational institutions, and tertiary education providers could form a mutually beneficial relationship, where we help them solve problems their students may be having, and in exchange they help the application find its way to people who might find it useful

## Key Resources

* Developer: Human resources – someone needs to design and develop the application
* Testers: Human resources – actual people to use the site in its Beta state, help find bugs in the early stages of development when it is easier to change them.
* The design and implementation of the application itself – including the back end, front end, and database design is intellectual resource
* Any assets, such as images or logos produced for the application are an intellectual resource and asset
* I do not have any significant physical resources to use in the development of this application. As such, I will be hosting this service on an external platform.
* I have limited access to financial resources to put towards this product. As such, I will be making use of free or cheap platforms where possible, and it is likely that most usability testing will be done by volunteers.
* The primary resource I have access to is my own time, skills, and knowledge.

## Cost Structure

* Production: creating the application will cost developer time. This is a one-off expense, that only needs to be considered once.
* Maintenance: continuing to maintain the application will require developer time, which be an ongoing cost.
* Updates: continuing to improve the application and add new features going forward will also cost developer time.
* Documentation: the documentation is part of the development cost. Creating and maintaining both internal and external documentation will cost developer time, but it will be an important step in ensuring that maintenance and updates of the site go smoothly.
* Top Level Domain: Already purchased ephemeris.tools from NameCheap. Cost $7.16USD for the first year, renews at $31.98 USD.
* Hosting costs: Amount depends on the host used.
* Marketing: financial cost to push out advertisements or sponsorships, as well as time cost of creating advertisement material.
* Customer service: Communicating with customers and supporting them will be an ongoing cost of staff time.
* Moderation, if applicable: If social features are implemented, moderation must be considered to make sure that user interactions are safe, and user reports of inappropriate behaviour can be followed up on and dealt with appropriately.

The selection of the software solution is significantly influenced by these factors.

For example, the value proposition of high security will necessitate software with comprehensive security features,

while the support of multiple languages and currencies will be necessary to reach a global audience.

Selection of Software Solution:

# Selection of Software

## Back-end Frameworks

• Identify a minimum of three software solutions that are capable of meeting the requirements of your fictitious website. initiate by selecting three software solutions that are highly regarded in the industry.

• Provide a comprehensive description of each software solution, including its primary capabilities, features, and compatibility with the functional and non-functional requirements of your website.

• Elaborate on the following for each software: simplicity of use, customizability, scalability, security

features, integration options, customer support, and pricing models.

• Conduct a comparative analysis of these software solutions by emphasising their strengths and weaknesses in relation to the specific needs of your fictitious website.

• Evaluate the extent to which each software solution fulfils the functional requirements that have been identified, including content management, e-commerce capabilities, and user interface design.

• Evaluate the software solution that provides the optimal combination of cost-effectiveness, performance,

and features for your website.

This comparative analysis should offer a clear justification for your final software selection, illustrating that it is the

most appropriate choice to effectively support the website's business model and achieve its objectives.

Justification of the Chosen Solution:

• Justify the selection of your chosen software solution based on its ability to meet the website's requirements.

• Discuss the advantages of the selected solution, considering factors such as cost, efficiency, usability, dependability, and support.

• Provide real-world examples or case studies of successful implementations of the chosen solution.

• Include any potential drawbacks or limitations and how they can be mitigated.

Summary:

• Clarify the importance of selecting the appropriate software solution for a website by summarising your findings and analysis.

• Offer a thorough summary of the primary topics that were addressed, with a particular emphasis on the

extent to which the software solutions that were selected satisfy the functional and non-

functional requirements of your fictitious website.

• Highlight the comparative strengths and weaknesses of the various software options that were analysed,

and provide an explanation for why the chosen software is the most appropriate option.

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• Highlight the software's influence on the website's security, performance, scalability, and user experience.

Based on your analysis, propose the optimal software solution for the website:

• Provide final recommendations and incorporate any potential future modifications or improvements that

may be required as the website expands and develops.

• This could involve predicting future technological advancements, potential increases in user traffic, or

emergent security threats.

• propose strategies for the continuous evaluation and updating of software to guarantee that the website

remains responsive to user requirements, secure, and efficient.

By providing these insights, you will emphasise the importance of deliberate software selection in the long-term

success and sustainability of a digital platform.

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